

Are Your Players Ready to Rule the Realm?

Set to captivate lottery players like never before, a next-generation linked game has arrived in the U.S. Through a partnership with Warner Bros. Discovery Global Themed Entertainment, HBO's iconic GAME OF THRONES has been announced as the newest of Scientific Games' multi-state branded Linked Games, offering trip winners the ultimate experience to rule the realm.

As the most-watched HBO television series of all time, GAME OF THRONES makes its omnichannel debut across instant scratch games, Fast Play terminal games and an iLottery game, available exclusively from Scientific Games.

"The newest of our legendary Linked Games is going to be epic! Multi-generations of viewers watched GAME OF THRONES around the world, so the brand has the potential to bring its massive fanbase and social media following to lottery," explains Tina Hoover, VP of Licensing for Scientific Games. "There is so much iconography associated with the TV series that we've been able to create incredible omni-channel GAME OF THRONES branded games."

With pre-approved game designs already circulating, lotteries are planning GAME OF THRONES launches in early 2024 with the initial Linked Games trip winners' event scheduled to take place in 2025. It's a new approach for Scientific Games, whose creative teams have aligned the event venue closely with the brand and enhanced the value of the company's existing white glove event format with additional themed on-site prize opportunities for trip winners from participating states across North America. Set in a castle in Napa Valley, California, the event will indulge GAME OF THRONES fandom as the winners test their luck to win additional prizes. They will be randomly assigned to groups representing the seven themed GAME OF THRONES "houses" spread across the seven "kingdoms". The event will include three rounds of play culminating in an opportunity to win up to \$7 million in cash prizes. Also included in their five-day/four-night trip will be curated local tours, specially designed with lottery players in mind.

"In partnership with Warner Bros. Discovery, we are putting the final touches on a fully branded GAME OF THRONES marketing package for participating lotteries, including point-of-sale, radio and TV ads for broadcast and digital use, a microsite or promotional page with mobile app support, and an interactive second-chance bonus game," says Hoover.

The company's experienced fulfillment support includes drawing services, trip prize fulfillment, hosting and personalized customer support, project management of all approvals and production of the GAME OF THRONES winners' event in California.

Renowned for science-based products and solutions, the company applied advanced consumer research techniques to assess the GAME OF THRONES brand

LET YOUR REIGN BEGIN



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by Power Index, which is a measure of the intensity of 'liking' that a brand possesses. The property scored among the top brands available for lottery games today. "Lotteries are very excited about the brand since they understand how passionate GAME OF THRONES fans are and how highly the brand ranks among core players," shares Hoover. "We are receiving incredible feedback from lotteries in many parts of the world."

While GAME OF THRONES Linked Games are available to North American lotteries, GAME OF THRONES-themed stand-alone games are available in Australia, New Zealand and throughout much of Europe.

Scientific Games created the industry's first linked instant game in 2007 with the DEAL OR NO DEAL brand. The company's creative teams continued to work with the most recognizable brands in the world to innovate Linked Games with large-scale, once-in-a-lifetime winners' experiences, including MONOPOLY, THE PRICE IS RIGHT, and WILLY WONKA.

Scientific Games: Linked Games by the Numbers



socially responsible and leading gaming technology, with the customer firmly at its center, was a great match for Lotto New Zealand's values and the future focus of our business. We're confident of a collaborative and successful partnership in the years to come, and we are excited about getting started."

"As we prepare for responsible future growth, it's important that we appeal to a broad base of New Zealanders by delivering innovative and entertaining digital games that are simple to use, safe and fun. We chose Scientific Games as a technology partner based on the company's strong understanding of our goals, its range of integrated products and services that will help us reach our goals and its five decades of industry knowledge and experience."

Michael Conforti, President, International for Scientific Games, said "Lotto New Zealand is a recognized leader in the global lottery industry, and we are committed to a technology implementation that will responsibly drive its business to the next level for the benefit of all New Zealanders. We are dedicated to helping Lotto New Zealand meet its goal of maximizing returns to New Zealand communities."

The company has provided secure retail instant scratch games to Lotto NZ for more than 30 years.

New IWG eInstant

Instant Win Gaming (IWG) announced the launch of Triple Eagle Bonus, a new style of eInstant that allows players to select their bonus game experience.

The game includes a pick-your-bonus feature that puts control over the gameplay into the player's hands. The three bonus games—Eagle Match, Rising Riches, and Aerial Expander—are each differentiated by their play style, prize structure and win frequency.

In Eagle Match, the prize is paid out when three cards of the same cash value are turned over. Rising Riches sees players spin a wheel to climb the prize meter, ending when either they land on "collect" or reach the top prize. Aerial Expander lets players flip tiles to reveal a win multiplier which is added to the total win.

And, since the three bonus features,

each with a different play style, prize structure and win frequency, all reside within a single eInstant, IWG will gain deeper insights into specific preferences across player segments in a controlled fashion.

IWG's Triple Eagle Bonus is now deployed or scheduled to be deployed across North American lotteries including Atlantic Lottery, Michigan Lottery, New Hampshire Lottery, and Pennsylvania Lottery.

Jason Lisiecki, Executive Vice President, Global at IWG, said: "Triple Eagle Bonus along with its pick-your-bonus feature is a unique type of eInstant that I know will resonate with a wide audience of players. The ability to choose from three different bonus rounds, each with a distinct personality, adds a new dimension to the category and brings greater entertainment. We're expecting strong results and look forward to building additional games with this feature set."

Lucky Pik Game Show

Atlas Experiences, LLC (Atlas) leveraged their exclusive rights to the interactive Lucky Pik digital game show to seamlessly integrate into the Maryland Lottery's 50th Anniversary Cash Bash promotion and the Florida Lottery's Free Ride and Fuel for Life Bonus Play promotion.

To commemorate its 50th anniversary, the Maryland Lottery launched an all-games second-chance promotion, offering players the chance to win up to \$5 million. The grand finale of this special event was anchored by the multi-round Lucky Pik game show hosted at the Maryland State Fair on September 8, 2023.

The dynamic game show created winning experiences, and drove engagement by leveraging vibrant animations and sound effects, as winners played to win guaranteed cash prizes of up to \$5 million. "We've been looking forward to the Cash Bash event all year long," said Maryland Lottery and Gaming Director John Martin. "This is really the highlight of our 50th anniversary celebration, and Atlas has helped us put together an entertaining, engaging event that's going to be a lot of fun."

Another remarkable example of the power of Lucky Pik is the integration with the Florida Lottery's Free Ride and Fuel for Life Bonus Play promotion. "We strategically chose Lucky Pik to amplify our Free Ride & Fuel for Life Bonus Play Promotion after the successful execution of Lucky Pik Game Show that was integrated into our Holiday promotion and culminating, on the Big Island of Hawaii in 2022," said Florida Lottery Director of Product Shelly Gerteisen. As part of the second-chance promotion, 10 lucky winners will be guaranteed to win fuel for a year and a brand-new vehicle with the chance to win fuel for life.

IWG Promotion

IWG has promoted Jason Lisiecki to the newly created position of Executive Vice President, Global.

In this role, Lisiecki will bring learnings from his many years of lottery, and particularly, eInstant games to IWG's global customer base, offering guidance on best practices for program excellence and sales growth. Additionally, Lisiecki will continue to oversee the Company's partnerships with North American lotteries from a strategic and product management perspective.

Prior to IWG, Lisiecki spent eight years with the Michigan Lottery where he was a core member of the team overseeing the startup and launch of its eInstant program.

Rhydian Fisher, CEO, IWG, said: "Jason's promotion is thoroughly deserved, and I could not be happier to make this announcement. Jason has been instrumental to the success of IWG and the growth of the eInstant category in North America. I know he will serve as a highly valuable resource to our customers worldwide."

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